

Consumer Goods Rental: 2002

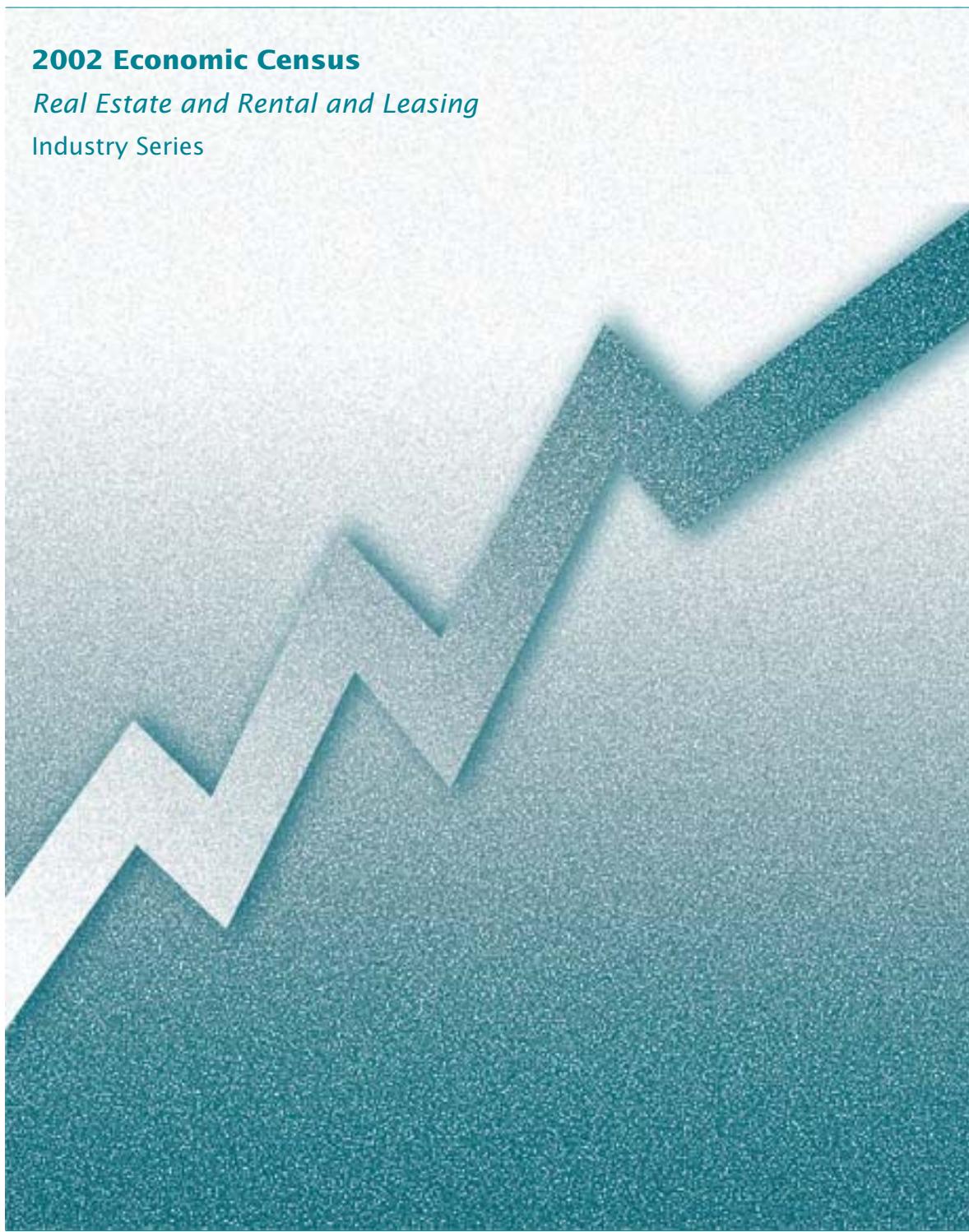
Issued September 2004

EC02-531-05

2002 Economic Census

Real Estate and Rental and Leasing

Industry Series



U.S. CENSUS BUREAU

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



CONTENTS

Introduction to the Economic Census	v
Real Estate and Rental and Leasing.....	ix
Tables	
1. Summary Statistics for the United States: 2002.....	1
2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997	2
3. Product Lines by Kind of Business for the United States: 2002 .	3
4. Concentration by Largest Firms for the United States: 2002 ...	7
Appendices	
A. Explanation of Terms	A-1
B. NAICS Codes, Titles, and Descriptions	B-1
C. Methodology	C-1
D. Geographic Notes	--
E. Metropolitan and Micropolitan Statistical Areas	--
-- Not applicable for this report.	

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab- lishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of revenue—	
							From admini- strative records ¹	Estimated ²
5322	Consumer goods rental	31 643	18 534 241	4 143 094	982 878	244 807	13.2	9.0
53221	Consumer electronics and appliances rental	3 476	2 231 371	521 942	125 647	17 688	9.4	7.1
532210	Consumer electronics and appliances rental	3 476	2 231 371	521 942	125 647	17 688	9.4	7.1
53222	Formal wear and costume rental	2 580	924 013	252 306	56 564	16 218	10.5	19.4
532220	Formal wear and costume rental	2 580	924 013	252 306	56 564	16 218	10.5	19.4
53223	Video tape and disc rental	18 689	9 392 555	1 669 309	410 541	150 427	12.5	5.5
532230	Video tape and disc rental	18 689	9 392 555	1 669 309	410 541	150 427	12.5	5.5
53229	Other consumer goods rental	6 898	5 986 302	1 699 537	390 126	60 474	16.1	13.6
532291	Home health equipment rental	1 959	2 789 392	766 275	184 941	21 562	10.3	15.2
532292	Recreational goods rental	1 795	573 617	135 858	29 407	8 237	26.6	10.5
532299	All other consumer goods rental	3 144	2 623 293	797 404	175 778	30 675	20.0	12.5

¹Includes revenue information obtained from administrative records of other federal agencies.

²Includes revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
5322	Consumer goods rental	2002.. 31 643 1997.. 35 423	18 534 241 14 396 209	4 143 094 3 097 432	244 807 229 992
53221	Consumer electronics and appliances rental	2002.. 3 476 1997.. 3 011	2 231 371 1 790 890	521 942 394 997	17 688 17 491
532210	Consumer electronics and appliances rental	2002.. 3 476 1997.. 3 011	2 231 371 1 790 890	521 942 394 997	17 688 17 491
53222	Formal wear and costume rental	2002.. 2 580 1997.. 2 683	924 013 781 018	252 306 204 257	16 218 14 036
532220	Formal wear and costume rental	2002.. 2 580 1997.. 2 683	924 013 781 018	252 306 204 257	16 218 14 036
53223	Video tape and disc rental	2002.. 18 689 1997.. 23 036	9 392 555 7 229 671	1 669 309 1 289 254	150 427 149 854
532230	Video tape and disc rental	2002.. 18 689 1997.. 23 036	9 392 555 7 229 671	1 669 309 1 289 254	150 427 149 854
53229	Other consumer goods rental	2002.. 6 898 1997.. 6 693	5 986 302 4 594 630	1 699 537 1 208 924	60 474 48 611
532291	Home health equipment rental	2002.. 1 959 1997.. 1 731	2 789 392 1 880 664	766 275 448 913	21 562 14 365
532292	Recreational goods rental	2002.. 1 795 1997.. 1 812	573 617 560 501	135 858 124 301	8 237 7 948
532299	All other consumer goods rental	2002.. 3 144 1997.. 3 150	2 623 293 2 153 465	797 404 635 710	30 675 26 298

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line revenue		Response coverage ² (percent)	
			Number	Total revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total revenue of—		
						Establishments with the product line	All establishments ¹	
5322		Consumer goods rental	31 643	X	18 534 241	X	100.0	78.6
	52500	Passenger cars and other automotive equipment without drivers rental and/or leasing	39	27 476	1 759	6.4	Z	X
	52580	Commercial and industrial machinery and equipment rental and/or leasing	803	727 187	122 783	16.9	.7	77.3
	52584	Heavy equipment used for construction, mining, and forestry with operators	13	7 688	973	12.7	Z	X
	52585	Heavy equipment used for construction, mining, and forestry without operators	87	53 602	11 009	20.5	.1	X
	52586	Computers and computer peripheral equipment	165	89 679	7 251	8.1	Z	X
	52587	Office furniture	298	442 114	81 717	18.5	.4	X
	52588	Office machinery and equipment (except computers and furniture)	7	8 923	660	7.4	Z	X
	52592	Audio/visual equipment	193	115 361	4 992	4.3	Z	X
	52599	Other commercial and industrial machinery and equipment without operators	138	70 817	16 181	22.8	.1	X
	52600	Consumer goods rental and/or leasing	31 643	18 534 241	15 285 070	82.5	82.5	78.1
	52611	Consumer appliances	4 168	2 725 170	513 938	18.9	2.8	X
	52612	Consumer electronics	3 995	2 576 480	1 017 449	39.5	5.5	X
	52618	Formal wear and costume	2 507	906 405	782 379	86.3	4.2	X
	52619	Wardrobe (theatrical)	248	97 589	76 495	78.4	.4	X
	52621	Video tapes, discs, DVDs, and video games	18 749	9 427 438	7 547 307	80.1	40.7	X
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	3 397	2 057 820	201 023	9.8	1.1	X
	52623	Recreational goods and equipment	1 815	587 902	491 090	83.5	2.7	X
	52624	Home health furniture and equipment	2 003	2 813 927	2 047 359	72.8	11.0	X
	52625	Residential furniture	2 919	2 048 952	1 010 685	49.3	5.5	X
	52626	Party supplies	1 969	1 510 717	1 332 890	88.2	7.2	X
	52629	Other consumer goods	3 509	2 211 790	264 455	12.0	1.4	X
	52710	Repair and maintenance services	196	137 580	13 354	9.7	.1	X
	52720	Sales of merchandise	21 628	13 532 811	2 555 269	18.9	13.8	77.3
	52721	Previously rented video tapes, cassettes, discs, or DVDs	12 272	6 810 954	769 523	11.3	4.2	X
	52722	New prerecorded video tapes, cassettes, discs, or DVDs	10 545	6 260 515	611 457	9.8	3.3	X
	52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	486	343 656	11 577	3.4	.1	X
	52729	Other	18 800	12 539 155	1 162 712	9.3	6.3	X
	59810	Other revenue	4 713	4 071 326	555 980	13.7	3.0	X
53221		Consumer electronics and appliances rental	3 476	X	2 231 371	X	100.0	82.3
	52580	Commercial and industrial machinery and equipment rental and/or leasing	119	68 726	7 185	10.5	.3	78.0
	52586	Computers and computer peripheral equipment	108	65 506	6 148	9.4	.3	X
	52592	Audio/visual equipment	16	5 735	796	13.9	Z	X
	52599	Other commercial and industrial machinery and equipment without operators	7	1 834	75	4.1	Z	X
	52600	Consumer goods rental and/or leasing	3 476	2 231 371	1 913 286	85.7	85.7	81.7
	52611	Consumer appliances	3 320	2 157 602	431 973	20.0	19.4	X
	52612	Consumer electronics	3 234	2 106 593	938 735	44.6	42.1	X
	52621	Video tapes, discs, DVDs, and video games	24	21 377	1 894	8.9	.1	X
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	1 744	1 263 045	129 508	10.3	5.8	X
	52624	Home health furniture and equipment	14	8 769	3 597	41.0	.2	X
	52625	Residential furniture	1 634	903 393	234 411	25.9	10.5	X
	52626	Party supplies	10	3 883	899	23.2	Z	X
	52629	Other consumer goods	2 748	1 792 505	170 317	9.5	7.6	X
	52710	Repair and maintenance services	9	8 033	379	4.7	Z	X
	52720	Sales of merchandise	2 780	1 846 526	126 297	6.8	5.7	80.2
	52721	Previously rented video tapes, cassettes, discs, or DVDs	13	4 302	681	15.8	Z	X
	52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	67	73 455	2 840	3.9	.1	X
	52729	Other	2 750	1 830 498	122 694	6.7	5.5	X
	59810	Other revenue	2 718	1 792 148	184 135	10.3	8.3	X
532210		Consumer electronics and appliances rental	3 476	X	2 231 371	X	100.0	82.3
	52580	Commercial and industrial machinery and equipment rental and/or leasing	119	68 726	7 185	10.5	.3	78.0
	52586	Computers and computer peripheral equipment	108	65 506	6 148	9.4	.3	X
	52592	Audio/visual equipment	16	5 735	796	13.9	Z	X
	52599	Other commercial and industrial machinery and equipment without operators	7	1 834	75	4.1	Z	X
	52600	Consumer goods rental and/or leasing	3 476	2 231 371	1 913 286	85.7	85.7	81.7
	52611	Consumer appliances	3 320	2 157 602	431 973	20.0	19.4	X
	52612	Consumer electronics	3 234	2 106 593	938 735	44.6	42.1	X
	52621	Video tapes, discs, DVDs, and video games	24	21 377	1 894	8.9	.1	X
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	1 744	1 263 045	129 508	10.3	5.8	X
	52624	Home health furniture and equipment	14	8 769	3 597	41.0	.2	X
	52625	Residential furniture	1 634	903 393	234 411	25.9	10.5	X
	52626	Party supplies	10	3 883	899	23.2	Z	X
	52629	Other consumer goods	2 748	1 792 505	170 317	9.5	7.6	X
	52710	Repair and maintenance services	9	8 033	379	4.7	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line revenue		Response coverage ² (percent)	
			Number	Total revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total revenue of—		
						Establishments with the product line	All estab- lishments ¹	
532210		Consumer electronics and appliances rental—Con.						
52720	Sales of merchandise	2 780	1 846 526	126 297	6.8	5.7	80.2	
52721	Previously rented video tapes, cassettes, discs, or DVDs	13	4 302	681	15.8	Z	X	
52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	67	73 455	2 840	3.9	.1	X	
52729	Other	2 750	1 830 498	122 694	6.7	5.5	X	
59810	Other revenue	2 718	1 792 148	184 135	10.3	8.3	X	
53222	Formal wear and costume rental	2 580	X	924 013	X	100.0	61.0	
52600	Consumer goods rental and/or leasing	2 580	924 013	858 925	93.0	93.0	60.4	
52618	Formal wear and costume	2 389	847 763	777 954	91.8	84.2	X	
52619	Wardrobe (theatrical)	237	90 729	76 178	84.0	8.2	X	
52626	Party supplies	12	3 631	601	16.6	.1	X	
52629	Other consumer goods	45	33 422	3 762	11.3	.4	X	
52720	Sales of merchandise	1 161	418 042	53 030	12.7	5.7	60.7	
52721	Previously rented video tapes, cassettes, discs, or DVDs	9	3 833	568	14.8	.1	X	
52722	New prerecorded video tapes, cassettes, discs, or DVDs	19	5 276	162	3.1	Z	X	
52729	Other	1 159	416 917	52 300	12.5	5.7	X	
59810	Other revenue	178	67 351	12 049	17.9	1.3	X	
532220	Formal wear and costume rental	2 580	X	924 013	X	100.0	61.0	
52600	Consumer goods rental and/or leasing	2 580	924 013	858 925	93.0	93.0	60.4	
52618	Formal wear and costume	2 389	847 763	777 954	91.8	84.2	X	
52619	Wardrobe (theatrical)	237	90 729	76 178	84.0	8.2	X	
52626	Party supplies	12	3 631	601	16.6	.1	X	
52629	Other consumer goods	45	33 422	3 762	11.3	.4	X	
52720	Sales of merchandise	1 161	418 042	53 030	12.7	5.7	60.7	
52721	Previously rented video tapes, cassettes, discs, or DVDs	9	3 833	568	14.8	.1	X	
52722	New prerecorded video tapes, cassettes, discs, or DVDs	19	5 276	162	3.1	Z	X	
52729	Other	1 159	416 917	52 300	12.5	5.7	X	
59810	Other revenue	178	67 351	12 049	17.9	1.3	X	
53223	Video tape and disc rental	18 689	X	9 392 555	X	100.0	86.0	
52580	Commercial and industrial machinery and equipment rental and/or leasing	24	3 287	564	17.2	Z	42.8	
52586	Computers and computer peripheral equipment	8	132	31	23.5	Z	X	
52592	Audio/visual equipment	16	3 155	533	16.9	Z	X	
52600	Consumer goods rental and/or leasing	18 689	9 392 555	7 568 990	80.6	80.6	85.5	
52611	Consumer appliances	18	2 724	303	11.1	Z	X	
52612	Consumer electronics	36	6 669	2 649	39.7	Z	X	
52621	Video tapes, discs, DVDs, and video games	18 689	9 392 555	7 544 542	80.3	80.3	X	
52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	1 185	424 543	9 840	2.3	.1	X	
52625	Residential furniture	18	2 536	454	17.9	Z	X	
52629	Other consumer goods	195	34 095	10 521	30.9	.1	X	
52710	Repair and maintenance services	22	3 851	188	4.9	Z	X	
52720	Sales of merchandise	15 540	8 625 277	1 807 503	21.0	19.2	85.7	
52721	Previously rented video tapes, cassettes, discs, or DVDs	12 246	6 802 325	768 270	11.3	8.2	X	
52722	New prerecorded video tapes, cassettes, discs, or DVDs	10 521	6 251 601	611 213	9.8	6.5	X	
52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	197	52 183	4 934	9.5	.1	X	
52729	Other	12 752	7 650 534	423 086	5.5	4.5	X	
59810	Other revenue	559	145 679	15 310	10.5	.2	X	
532230	Video tape and disc rental	18 689	X	9 392 555	X	100.0	86.0	
52580	Commercial and industrial machinery and equipment rental and/or leasing	24	3 287	564	17.2	Z	42.8	
52586	Computers and computer peripheral equipment	8	132	31	23.5	Z	X	
52592	Audio/visual equipment	16	3 155	533	16.9	Z	X	
52600	Consumer goods rental and/or leasing	18 689	9 392 555	7 568 990	80.6	80.6	85.5	
52611	Consumer appliances	18	2 724	303	11.1	Z	X	
52612	Consumer electronics	36	6 669	2 649	39.7	Z	X	
52621	Video tapes, discs, DVDs, and video games	18 689	9 392 555	7 544 542	80.3	80.3	X	
52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	1 185	424 543	9 840	2.3	.1	X	
52625	Residential furniture	18	2 536	454	17.9	Z	X	
52629	Other consumer goods	195	34 095	10 521	30.9	.1	X	
52710	Repair and maintenance services	22	3 851	188	4.9	Z	X	
52720	Sales of merchandise	15 540	8 625 277	1 807 503	21.0	19.2	85.7	
52721	Previously rented video tapes, cassettes, discs, or DVDs	12 246	6 802 325	768 270	11.3	8.2	X	
52722	New prerecorded video tapes, cassettes, discs, or DVDs	10 521	6 251 601	611 213	9.8	6.5	X	
52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	197	52 183	4 934	9.5	.1	X	
52729	Other	12 752	7 650 534	423 086	5.5	4.5	X	
59810	Other revenue	559	145 679	15 310	10.5	.2	X	
53229	Other consumer goods rental	6 898	X	5 986 302	X	100.0	68.5	
52500	Passenger cars and other automotive equipment without drivers rental and/or leasing	38	26 360	1 670	6.3	Z	X	

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line revenue		Response coverage ² (percent)	
			Number	Total revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total revenue of—		
						Establishments with the product line	All estab- lishments ¹	
53229		Other consumer goods rental—Con.						
	52580	Commercial and industrial machinery and equipment rental and/or leasing	660	655 174	115 034	17.6	1.9	67.9
	52584	Heavy equipment used for construction, mining, and forestry with operators	13	7 688	973	12.7	Z	X
	52585	Heavy equipment used for construction, mining, and forestry without operators	87	53 602	11 009	20.5	.2	X
	52586	Computers and computer peripheral equipment	49	24 041	1 072	4.5	Z	X
	52587	Office furniture	297	440 814	81 607	18.5	1.4	X
	52588	Office machinery and equipment (except computers and furniture)	6	7 623	604	7.9	Z	X
	52592	Audio/visual equipment	161	106 471	3 663	3.4	.1	X
	52599	Other commercial and industrial machinery and equipment without operators	131	68 983	16 106	23.3	.3	X
	52600	Consumer goods rental and/or leasing	6 898	5 986 302	4 943 869	82.6	82.6	67.9
	52611	Consumer appliances	830	564 844	81 662	14.5	1.4	X
	52612	Consumer electronics	725	463 218	76 065	16.4	1.3	X
	52618	Formal wear and costume	111	53 637	3 162	5.9	.1	X
	52619	Wardrobe (theatrical)	10	6 672	317	4.8	Z	X
	52621	Video tapes, discs, DVDs, and video games	33	12 194	450	3.7	Z	X
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	466	369 105	61 666	16.7	1.0	X
	52623	Recreational goods and equipment	1 808	582 562	489 720	84.1	8.2	X
	52624	Home health furniture and equipment	1 989	2 805 158	2 043 762	72.9	34.1	X
	52625	Residential furniture	1 267	1 143 023	775 820	67.9	13.0	X
	52626	Party supplies	1 947	1 503 203	1 331 390	88.6	22.2	X
	52629	Other consumer goods	521	351 768	79 855	22.7	1.3	X
	52710	Repair and maintenance services	163	124 338	12 778	10.3	.2	X
	52720	Sales of merchandise	2 147	2 642 966	568 439	21.5	9.5	64.0
	52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	222	218 018	3 803	1.7	.1	X
	52729	Other	2 139	2 641 206	564 632	21.4	9.4	X
	59810	Other revenue	1 258	2 066 148	344 486	16.7	5.8	X
532291		Home health equipment rental	1 959	X	2 789 392	X	100.0	69.5
	52600	Consumer goods rental and/or leasing	1 959	2 789 392	2 050 845	73.5	73.5	69.3
	52611	Consumer appliances	10	10 070	2 133	21.2	.1	X
	52612	Consumer electronics	10	10 070	3 363	33.4	.1	X
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	8	7 587	82	1.1	Z	X
	52624	Home health furniture and equipment	1 959	2 789 392	2 042 950	73.2	73.2	X
	52629	Other consumer goods	18	6 499	2 276	35.0	.1	X
	52710	Repair and maintenance services	10	10 042	2 427	24.2	.1	X
	52720	Sales of merchandise	855	1 796 647	442 007	24.6	15.8	65.2
	52729	Other	855	1 796 647	442 007	24.6	15.8	X
	59810	Other revenue	642	1 569 702	294 113	18.7	10.5	X
532292		Recreational goods rental	1 795	X	573 617	X	100.0	60.8
	52500	Passenger cars and other automotive equipment without drivers rental and/or leasing	7	2 593	568	21.9	.1	X
	52580	Commercial and industrial machinery and equipment rental and/or leasing	16	7 509	711	9.5	.1	58.5
	52585	Heavy equipment used for construction, mining, and forestry without operators	10	5 791	705	12.2	.1	X
	52592	Audio/visual equipment	6	1 718	6	.3	Z	X
	52600	Consumer goods rental and/or leasing	1 795	573 617	505 408	88.1	88.1	60.5
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	9	2 730	56	2.1	Z	X
	52623	Recreational goods and equipment	1 795	573 617	489 386	85.3	85.3	X
	52626	Party supplies	49	16 675	2 214	13.3	.4	X
	52629	Other consumer goods	51	26 513	13 616	51.4	2.4	X
	52710	Repair and maintenance services	65	38 404	5 891	15.3	1.0	X
	52720	Sales of merchandise	566	206 445	52 796	25.6	9.2	60.4
	52729	Other	566	206 445	52 793	25.6	9.2	X
	59810	Other revenue	171	57 281	8 243	14.4	1.4	X
532299		All other consumer goods rental	3 144	X	2 623 293	X	100.0	69.1
	52500	Passenger cars and other automotive equipment without drivers rental and/or leasing	31	23 767	1 102	4.6	Z	X
	52580	Commercial and industrial machinery and equipment rental and/or leasing	644	647 665	114 323	17.7	4.4	68.5
	52584	Heavy equipment used for construction, mining, and forestry with operators	13	7 688	973	12.7	Z	X
	52585	Heavy equipment used for construction, mining, and forestry without operators	77	47 811	10 304	21.6	.4	X
	52586	Computers and computer peripheral equipment	49	24 041	1 072	4.5	Z	X
	52587	Office furniture	297	440 814	81 607	18.5	3.1	X
	52588	Office machinery and equipment (except computers and furniture)	6	7 623	604	7.9	Z	X
	52592	Audio/visual equipment	155	104 753	3 657	3.5	.1	X
	52599	Other commercial and industrial machinery and equipment without operators	131	68 983	16 106	23.3	.6	X
	52600	Consumer goods rental and/or leasing	3 144	2 623 293	2 387 616	91.0	91.0	67.9
	52611	Consumer appliances	820	554 774	79 529	14.3	3.0	X
	52612	Consumer electronics	715	453 148	72 702	16.0	2.8	X
	52618	Formal wear and costume	109	52 754	3 152	6.0	.1	X
	52619	Wardrobe (theatrical)	8	3 620	287	7.9	Z	X
	52621	Video tapes, discs, DVDs, and video games	28	11 884	430	3.6	Z	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line revenue		Response coverage ² (percent)	
			Number	Total revenue (\$1,000)	Amount ¹ (\$1,000)	As percent of total revenue of—		
						Establishments with the product line	All establishments ¹	
532299		All other consumer goods rental—Con.						
	52600	Consumer goods rental and/or leasing—Con.						
	52622	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	449	358 788	61 528	17.1	2.3	X
	52623	Recreational goods and equipment	13	8 945	334	3.7	Z	X
	52624	Home health furniture and equipment	30	15 766	812	5.2	Z	X
	52625	Residential furniture	1 265	1 142 759	775 744	67.9	29.6	X
	52626	Party supplies	1 896	1 486 305	1 329 135	89.4	50.7	X
	52629	Other consumer goods	452	318 756	63 963	20.1	2.4	X
	52710	Repair and maintenance services	88	75 892	4 460	5.9	.2	X
	52720	Sales of merchandise	726	639 874	73 636	11.5	2.8	62.5
	52723	Video cassette recorders, video cameras, televisions, DVD players, and other video equipment	222	218 018	3 803	1.7	.1	X
	52729	Other	718	638 114	69 832	10.9	2.7	X
	59810	Other revenue	445	439 165	42 130	9.6	1.6	X

¹Product line revenue and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Revenue of establishments reporting product line revenue as percent of total revenue.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on revenue	Establishments (number)	Revenue		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
5322	Consumer goods rental						
	All firms	31 643	18 534 241	100.0	4 143 094	982 878	244 807
	4 largest firms	8 235	7 718 514	41.6	1 438 821	356 853	87 898
	8 largest firms	11 038	9 195 434	49.6	1 725 841	422 670	104 932
	20 largest firms	12 487	10 575 778	57.1	2 074 778	506 704	119 435
	50 largest firms	13 385	11 289 149	60.9	2 237 900	544 981	129 849
53221	Consumer electronics and appliances rental						
	All firms	3 476	2 231 371	100.0	521 942	125 647	17 688
	4 largest firms	2 095	1 452 871	65.1	326 678	79 148	10 087
	8 largest firms	2 258	1 535 560	68.8	346 267	83 718	10 870
	20 largest firms	2 402	1 649 452	73.9	371 992	89 963	11 879
	50 largest firms	2 520	1 781 228	79.8	402 550	97 247	12 842
532210	Consumer electronics and appliances rental						
	All firms	3 476	2 231 371	100.0	521 942	125 647	17 688
	4 largest firms	2 095	1 452 871	65.1	326 678	79 148	10 087
	8 largest firms	2 258	1 535 560	68.8	346 267	83 718	10 870
	20 largest firms	2 402	1 649 452	73.9	371 992	89 963	11 879
	50 largest firms	2 520	1 781 228	79.8	402 550	97 247	12 842
53222	Formal wear and costume rental						
	All firms	2 580	924 013	100.0	252 306	56 564	16 218
	4 largest firms	521	212 631	23.0	49 878	10 964	4 400
	8 largest firms	702	300 404	32.5	70 201	15 655	5 615
	20 largest firms	881	419 912	45.4	111 849	25 527	7 456
	50 largest firms	1 116	543 330	58.8	146 938	32 866	9 252
532220	Formal wear and costume rental						
	All firms	2 580	924 013	100.0	252 306	56 564	16 218
	4 largest firms	521	212 631	23.0	49 878	10 964	4 400
	8 largest firms	702	300 404	32.5	70 201	15 655	5 615
	20 largest firms	881	419 912	45.4	111 849	25 527	7 456
	50 largest firms	1 116	543 330	58.8	146 938	32 866	9 252
53223	Video tape and disc rental						
	All firms	18 689	9 392 555	100.0	1 669 309	410 541	150 427
	4 largest firms	8 594	6 369 405	67.8	1 067 311	262 798	87 545
	8 largest firms	8 786	6 657 286	70.9	1 107 304	272 587	90 378
	20 largest firms	9 128	6 889 798	73.4	1 146 814	282 381	94 090
	50 largest firms	9 471	7 149 938	76.1	1 192 180	293 707	98 483
532230	Video tape and disc rental						
	All firms	18 689	9 392 555	100.0	1 669 309	410 541	150 427
	4 largest firms	8 594	6 369 405	67.8	1 067 311	262 798	87 545
	8 largest firms	8 786	6 657 286	70.9	1 107 304	272 587	90 378
	20 largest firms	9 128	6 889 798	73.4	1 146 814	282 381	94 090
	50 largest firms	9 471	7 149 938	76.1	1 192 180	293 707	98 483
53229	Other consumer goods rental						
	All firms	6 898	5 986 302	100.0	1 699 537	390 126	60 474
	4 largest firms	755	1 782 421	29.8	412 935	99 458	11 818
	8 largest firms	1 251	2 314 606	38.7	607 402	148 095	17 461
	20 largest firms	1 388	2 635 124	44.0	686 404	166 337	20 094
	50 largest firms	1 560	3 001 804	50.1	791 966	189 816	23 551
532291	Home health equipment rental						
	All firms	1 959	2 789 392	100.0	766 275	184 941	21 562
	4 largest firms	764	1 607 058	57.6	433 375	105 128	10 957
	8 largest firms	1 015	1 844 718	66.1	501 686	121 358	13 241
	20 largest firms	1 061	2 023 028	72.5	543 076	131 191	14 404
	50 largest firms	1 140	2 210 463	79.2	601 255	145 055	16 023
532292	Recreational goods rental						
	All firms	1 795	573 617	100.0	135 858	29 407	8 237
	4 largest firms	43	59 706	10.4	9 270	2 523	634
	8 largest firms	54	83 292	14.5	15 137	3 966	906
	20 largest firms	76	129 985	22.7	25 621	6 132	1 443
	50 largest firms	120	191 503	33.4	42 593	9 541	2 252
532299	All other consumer goods rental						
	All firms	3 144	2 623 293	100.0	797 404	175 778	30 675
	4 largest firms	312	614 482	23.4	140 375	34 083	5 338
	8 largest firms	320	696 757	26.6	166 693	39 953	6 076
	20 largest firms	402	856 692	32.7	220 324	51 859	7 902
	50 largest firms	552	1 090 857	41.6	299 184	68 869	10 347

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.